

The listing of claims will replace all prior versions and listing of claims in the application:

**Listing of Claims:**

Claim 1. (currently amended) An open frame display shelf assembly ~~for connection~~  
adapted to be connected with vertical supports spaced apart a bay width, comprising:

at least two spaced apart parallel elongate base rods extending substantially co-extensive with said bay width;

an array of rod beams fixed in transverse relationship to said base rods, and positioned in parallel, mutually spaced relationship a distance selected to provide an open frame surface for supporting merchandise, each said rod beam extending between a shelf forward region and a shelf rearward region, and said array extending substantially along said bay width between first and second shelf side regions, said rod beams having forward extensions arranged normally to said open frame surface, extending a forward wall height at said shelf forward region, said rod beams having rearward extensions arranged normally to said open frame surface a rearward wall height at said shelf rearward region;

a plurality of elongate forward wall forming rods arranged in parallel relationship with said base rods and fixed to oppositely disposed portions of said rod beam forward extensions to define a forward receptor gap;

a plurality of elongate rearward wall forming rods arranged in parallel relationship with said base rods and fixed to oppositely disposed portions of said rod beam rearward extensions to define a rearward receptor gap;

a plurality of first side load transfer rods fixed to said rod beams at said first shelf side region having first side wall extensions arranged normally to said open frame surface and extending a first sidewall height;

a plurality of first sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod first sidewall extensions to define a first side receptor gap;

a plurality of second side load transfer rods fixed to said rod beams at said shelf second side region and having second sidewall extensions arranged normally to said open frame surface and extending a second sidewall height;

a plurality of second sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod second sidewall extensions to define a second side receptor gap;

a first bracket assembly connectable with a first of said vertical support and fixed to said first sidewall forming rods for effecting the support thereof from a first of said vertical supports at predetermined angles with respect thereto; and

a second bracket assembly connectable with a second one of said vertical supports and fixed to said second sidewall forming rods for effecting the support thereof from said second vertical support at said predetermined angles.

Claim 2. (original) The open frame display shelf assembly of claim 1 including a sign mount connected to said forward wall forming rods, having a generally planar sign engaging surface assemblage and at least two couplers connected between said sign engaging surface assembly and said forward wall forming rods in orientations altering the slope of said sign engaging surface in compensating correspondence with said predetermined angles.

Claim 3. (original) The open frame display shelf assembly of claim 2 in which:

two said forward wall forming rods are spaced apart a predetermined distance;  
and

said coupler is configured having a rearwardly disposed semi-circular periphery engageable with said wall forming rods to provide said slope of said sign engaging surface.

Claim 4. (original) The open frame display shelf assembly of claim 3 in which:

said coupler periphery is configured having a sequence of notches each with a notch shape for receiving a said forward wall forming rod, and said coupler having a centrally disposed opening extending therethrough; and

said coupler being retainable against said two wall forming rods by a flexible strap retainer extending through said centrally disposed opening and about at least one of said two wall forming rods.

Claim 5. (original) The open frame display shelf assembly of claim 1 in which:

four of said elongate forward wall forming rods are configured as two adjacent parallelogramic loops;

four of said first sidewall forming rods are configured as two adjacent parallelogramic loops; and

four of said second sidewall forming rods are configured as two adjacent parallelogramic loops.

Claim 6. (original) The open frame display shelf assembly of claim 1 in which each said first and second sidewall forming rods are spaced outwardly from said forward and rearward wall forming rods to form respective first and second access gaps adjacent respective said first and second bracket assemblies.

Claim 7. (original) The open frame display shelf assembly of claim 1 including at least one rod-form, D-shape merchandise retaining loop having spaced apart legs insertable within said forward receptor gap.

Claim 8. (original) The open frame display shelf assembly of claim 1 including a plurality of generally D-shaped, rod-form merchandise guideways having downwardly disposed oppositely disposed legs positionable respectively into said forward and rearward receptor gaps.

Claim 9. (previously presented) The open frame display shelf assembly of claim 1 comprising:

at least three said parallel elongate base rods 94-96 including two forward base rods which are positioned in spaced adjacency with said shelf forward region and located for the pivotal support of a forwardly sloping sign support assembly; and

a sign support assembly pivotally supported from a select one of said forward base rods, having a given length and a display width of dimension effective to contact the forward region of a mutually next adjacent lower said shelf assembly mounted upon said vertical supports to effect a sloping orientation for promoting visualization from an eye station remote from said shelf assembly.

Claim 10. (canceled)

Claim 11. (previously presented) The open frame display shelf assembly of claim 48 in which:

said display support has front and back faces, said first channel assembly is formed as a dual channel assembly having a forward channel at said front face and a rearward channel at said rear face and including a channel containing engagement member positioned in spaced relationship from said rearward channel; and

said pivot connector includes a connector channel slidably engageable with said rearward channel and including a stabilizer tab engageable with said engagement member.

Claim 12. (original) The open frame shelf assembly of claim 1 including an overhead sign assemblage comprising:

- a flat overhead visual display support having a sign width extending between upper and lower edges and a length corresponding with said bay width;

- a first stanchion having a first insertion end mountable within said first side receptor gap and an oppositely disposed first connector end;

- a second stanchion having a second insertion end mountable within said second side receptor gap, and an oppositely disposed second connector end;

- a first overhead bracket assembly connected with said first connector end and attached to said overhead visual display support and effecting the support thereof at given angles; and

- a second overhead bracket assembly connected with said second connector end and attached to said overhead visual display support and effecting the support thereof at given angles.

Claim 13. (currently amended) An open frame display shelf assembly ~~for connection~~ adapted to be connected with vertical supports spaced apart a bay width, comprising:

- at least two spaced apart parallel elongate base rods extending substantially co-extensive with said bay width;

- an array of rod beams fixed in transverse relationship to said rods, and positioned in parallel, mutually spaced relationship a distance selected to provide an open frame surface for supporting merchandise, each said rod beam extending between a shelf forward region and a shelf rearward region, and said array extending substantially along said bay width between first and second shelf side regions, said rod beams having forward extensions arranged normally to said open frame surface, extending a forward wall height at said shelf forward region, said rod beams having rearward extensions arranged normally to said open frame surface a rearward wall height at said shelf rearward region;

- a plurality of elongate forward wall forming rods arranged in parallel relationship with said base rods and fixed to oppositely disposed portions of said rod beam forward extensions to define a forward receptor gap;

- a plurality of elongate rearward wall forming rods arranged in parallel relationship with said base rods and fixed to oppositely disposed portions of said rod beam rearward extensions to define a rearward receptor gap;

a plurality of first side load transfer rods fixed to said rod beams at said first shelf side region, having first side wall extensions arranged normally to said open frame surface and extending a first sidewall height;

a plurality of first sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod first sidewall extensions to define a first side receptor gap;

a plurality of second side load transfer rods fixed to said rod beams at said shelf second side region and having second sidewall extensions arranged normally to said open frame surface and extending a second sidewall height;

a plurality of second sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod second sidewall extensions to define a first side receptor gap;

first and second bracket assemblies connectable with respective, spaced apart said vertical supports and respective first and second sidewall forming rods, each said bracket assembly comprising:

a first generally flat adjusting component having a connector side connectable with one said vertical support, having a first pivot aperture, a first array of attitude defining first apertures regularly spaced apart along a first arcuate locus positioned a radius distance,  $r_1$ , from the center of said first pivot aperture, adjacent said attitude defining first apertures being symmetrically disposed about first radii of said first arcuate locus defining a first angle  $\theta_1$ ,

a second generally flat adjusting component fixed to first or second said sidewall forming rods, positioned in slidable adjacency with said first flat adjusting component, having a second pivot aperture aligned with said first pivot aperture, having a second array of pairs of second apertures positioned along a second arcuate locus located a said radius distance,  $r_1$ , from the center of said second pivot aperture, each aperture of said pair of said second apertures being symmetrically disposed about second radii of said second locus defining a second angle  $\theta_2$ , corresponding with a predetermined dual connector position spacing,

a first connector insertable in pivot defining relationship through said first and second pivot apertures to pivotally connect said first and second flat adjusting components,

a second connector insertable through a said first aperture of said first array and a said second aperture of a given pair within said second array aligned with said first aperture, and

a third connector insertable through a said first aperture of said first array and a said second aperture of said given pair of said second array.

Claim 14. (original) The open frame display shelf assembly of claim 13 in which:  
said first angle,  $\theta_1$ , of each said bracket assembly is about  $6^\circ$ ; and  
said second angle,  $\theta_2$ , is about  $18^\circ$ .

Claim 15. (previously presented) The open frame display shelf assembly of claim 14 in which:

each aperture of said first array of attitude defining apertures and each aperture of said second array of pairs of second apertures has a principal dimension of about one-fourth inch; and

said radius distance,  $r_1$ , is within a range of about one to two and one-half inches.

Claim 16. (previously presented) The open frame display shelf assembly of claim 14 in which said second angle,  $\theta_2$ , has a value which is a multiple of said first angle  $\theta_1$ .

Claim 17. (previously presented) The open frame display shelf assembly of claim 14 in which:

said first adjusting component includes a third array of attitude defining third apertures regularly spaced apart along a third arcuate locus positioned a radius distance,  $r_2$ , of value less than said radius,  $r_1$ , from the center of said first pivot aperture, adjacent said attitude defining third apertures being symmetrically disposed about third radii of said third arcuate locus located intermediate said first radii and defining said first angle  $\theta_1$ ;

said second adjusting component includes a fourth array of pairs of fourth apertures positioned along a fourth arcuate locus, located a said radius distance,  $r_2$ , from the center of said second pivot aperture and disposed co-radially with said pairs of second apertures;

said second connector is insertable through a said third attitude defining aperture of said third array and a fourth aperture of a given pair within said fourth array aligned with said third attitude defining aperture; and

said third connector is insertable through a said third attitude defining aperture of said third array and a said fourth aperture of said given pair of said fourth array.

Claim 18. (original) The open frame display shelf assembly of claim 13 including a sign mount connected to said forward wall forming rods, having a generally planar sign engaging surface assemblage and at least two couplers connected between said sign engaging surface

assembly and said forward wall forming rods in orientations altering the slope of said sign engaging surface in compensating correspondence with said predetermined angles.

Claim 19. (original) The open frame display shelf assembly of claim 18 in which:

two said forward wall forming rods are spaced apart a predetermined distance;

and

said coupler is configured having a rearwardly disposed semi-circular periphery engageable with said wall forming rods to provide said slope of said sign engaging surface.

20. (original) The open frame display shelf assembly of claim 19 in which:

said coupler periphery is configured having a sequence of notches each with a notch shape for receiving a said forward wall retaining rod, and said coupler having a centrally disposed opening extending therethrough; and

said coupler being retainable against said two wall forming rods by a flexible strap retainer extending through said centrally disposed opening and about at least one of said two wall forming rods.

Claim 21. (original) The open frame display shelf assembly of claim 13 including at least one rod-form, D-shape merchandise retaining loop having spaced apart legs insertable within said forward receptor gap.

Claim 22. (original) The open frame display shelf assembly of claim 13 including a plurality of generally D-shaped, rod-form merchandise guideways having downwardly disposed oppositely disposed legs positionable respectively into said forward and rearward receptor gaps.

Claim 23. (previously presented) The open frame shelf assembly of claim 13 comprising:

at least three said parallel elongate base rods including two forward base rods which are positioned in spaced adjacency with said shelf forward region and located for the pivotal support of a forwardly sloping sign support assembly; and

a sign support assembly pivotally supported from a select one of said forward base rods, having a given length and a display width of dimension effective to contact the forward region of a mutually next adjacent lower said shelf assembly mounted upon said vertical support to effect a sloping orientation for promoting visualization from an eye station remote from said shelf assembly.

Claim 24. (canceled)

Claim 25. (previously presented) The open frame shelf assembly of claim 49 in which:

said display support has front and back faces, said first channel assembly is formed as a dual channel assembly having a forward channel at said front face and a rearward channel at said rear face and including a channel containing engagement member positioned in spaced relationship from said rearward channel; and

said pivot connector includes a connector channel slidably engageable with said rearward channel and including a stabilizer tab engageable with said engagement member.

Claim 26. (previously presented) The open frame shelf assembly of claim 13 including an overhead sign assemblage comprising:

a flat overhead visual display support having a sign width extending between upper and lower edges and a length corresponding with said bay width;

a first stachion having a first insertion end mountable within said first side receptor gap and an oppositely disposed first connector end;

a second stachion having a second insertion end mountable within said second side receptor gap, and an oppositely disposed second connector end;

a first overhead bracket assembly connected with said first connector end and attached to said overhead visual display support and effecting the support thereof at given angles; and

a second overhead bracket assembly connected with said second connector end and attached to said overhead visual display support and effecting the support thereof at given angles.

Claim 27. (currently amended) A display shelf system wherein shelves from uppermost to lowermost are adapted to be connectable with vertical supports spaced apart a bay width, comprising:

a plurality of shelves, each comprising:

at least three spaced apart parallel elongate base rods, including two forward base rods extending substantially co-extensive with said bay width;

an array of rod beams fixed in transverse relationship to said base rods, and positioned in parallel, mutually spaced relationship a distance selected to provide an open frame surface for supporting merchandise, each said rod beam extending between a shelf forward region and a shelf rearward region, and said array extending to define a shelf depth



substantially along said bay width between first and second shelf side regions, said rod beams having forward extensions arranged normally to said open frame surface extending a forward wall height at said shelf forward region to define sign contact surfaces, said rod beams having rearward extensions arranged normally to said open frame surface a rearward wall height at said shelf rearward region;

at least two elongate forward wall forming rods arranged in parallel relationship with said base rods and fixed to said rod beam forward extensions to define therewith a forward wall;

a plurality of elongate rearward wall forming rods arranged in parallel relationship with said base rods and fixed to said rod beam rearward extensions to define therewith a rearward wall;

a plurality of first side load transfer rods fixed to said rod beams at said first shelf side region, having first side wall extensions arranged normally to said open frame surface and extending a first sidewall height;

a plurality of first sidewall forming rods arranged in parallel relationship with said rod beams and fixed to said load transfer rod first sidewall extensions to define a first side wall;

a plurality of second side load transfer rods fixed to said rod beams at said shelf second side region and having second sidewall extensions arranged normally to said open frame surface and extending a second sidewall height;

a plurality of second sidewall forming rods arranged in parallel relationship with said rod beams and fixed to said load transfer rod second sidewall extensions to define a second side wall;

a first bracket assembly connectable with a first of said vertical support and fixed to said first sidewall forming rods for effecting the support of said shelf surface, from a first of said vertical supports at predetermined angles with respect to horizontal;

a second bracket assembly connectable with a second one of said vertical supports and fixed to said second sidewall forming rods for effecting the support of said shelf surface from said second vertical supports at said predetermined angles; and

a plurality of sign support assemblies, each sign support assembly having an upper edge and a lower edge spaced therefrom a display width, having an inner surface and an outer display surface, having an effective length corresponding with said bay width, and including a connector assembly extending from said upper edge and pivotally engaged with a select one of said forward base rods;

one each of said sign support assembly being pivotally coupled with a said shelf of said system from uppermost to a shelf adjacent said lowermost shelf; and

said sign support assemblies having a said display width of dimension effective to effect contact of said inner surface thereof with the said sign contact surface of a next adjacent lower shelf of said system.

Claim 28. (original) The display shelf system of claim 27 in which said shelf depth of said lowermost shelf is greater than the shelf depth of the other shelves of said plurality of shelves.

Claim 29. (original) The display shelf system of claim 27 in which said first and second bracket assemblies support said shelf surface at select acute angles extending below horizontal.

Claim 30. (original) The display shelf system of claim 27 in which:

a given said shelf includes a merchandise divider assembly mountable over said open frame surface and dividing said shelf along said bay width into bins each having a bin length parallel with said base rods; and

each said sign support assembly is formed of discrete subassemblies having a subassembly length corresponding with said bin length and pivotally coupled with said shelf next upwardly adjacent to said given shelf.

Claim 31. (canceled)

Claim 32. (previously presented) The display shelf system of claim 50 in which:

said display support has front and back faces, said first channel assembly is formed as a dual channel assembly having a forward channel at said front face and a rearward channel at said rear face and including a channel containing engagement member positioned in spaced relationship from said rearward channel; and

said pivot connector includes a connector channel slidably engageable with said rearward channel and including a stabilizer tab engageable with said engagement member.

Claim 33. (previously amended) The display shelf system of claim 27 in which:

said plurality of first sidewall forming rods are fixed to oppositely disposed portions of said load transfer rod first sidewall extensions to define a first receptor gap;

said plurality of second sidewall forming rods are fixed to oppositely disposed portions of said load transfer rod second sidewall extensions to define a second side receptor gap; and including:

an overhead sign assemblage comprising:

a flat overhead visual display support having a sign width extending between upper and lower edges and a length corresponding with said bay width;

a first stanchion having a first insertion end mounted within the said first side receptor gap of said uppermost shelf, and an oppositely disposed first connection end;

a second stanchion having a second insertion end mounted within said second side receptor gap of said uppermost shelf, and an oppositely disposed second connection end;

a first overhead bracket assembly connected with said first connector end and attached to said overhead visual display support and effecting the support thereof at given angles; and

a second overhead bracket assembly connected with said second connector end and attached to said overhead visual display support and effecting the support thereof at given angles.

Claim 34. (original) The display shelf system of claim 27 including a sign mount connected to said forward wall forming rods of said lowermost shelf, having a generally planar sign engaging surface assemblage and at least two couplers connected between said sign engaging surface assembly and said forward wall forming rods in orientations altering the slope of said sign engaging surface to be directly visual from a human eye station located in space, relationship with said display shelf system.

Claim 35. (original) The display shelf system of claim 34 including two said forward wall forming rods are spaced apart a predetermined distance; and

said coupler is configured having a rearwardly disposed semi-circular periphery engageable with said wall forming rods to provide said slope of said sign engaging surface.

Claim 36. (original) The display shelf system of claim 35 in which:

said coupler periphery is configured having a sequence of notches each with a notch shape for receiving a said forward wall retaining rod, and said coupler having a centrally disposed opening extending therethrough; and

said coupler being retainable against said two wall forming rods by a flexible strap retainer extending through said centrally disposed opening and about at least one of said two wall forming rods.

Claim 37. (canceled)

Claim 38. (canceled)

Claim 39. (canceled)

Claim 40. (canceled)

Claim 41. (canceled)

Claims 42-47. (canceled)

Claim 48. (currently amended) An open frame display shelf assembly ~~for connection~~  
adapted to be connected with vertical supports spaced apart a bay width, comprising:

at least three spaced apart parallel elongate base rods extending substantially  
co-extensive with said bay width;

an array of rod beams fixed in transverse relationship to said base rods, and  
positioned in parallel, mutually spaced relationship a distance selected to provide an open frame  
surface for supporting merchandise, each said rod beam extending between a shelf forward  
region and a shelf rearward region, and said array extending substantially along said bay width  
between first and second shelf side regions, said rod beams having forward extensions  
arranged normally to said open frame surface, extending a forward wall height at said shelf  
forward region, said rod beams having rearward extensions arranged normally to said open  
frame surface a rearward wall height at said shelf rearward region;

a plurality of elongate forward wall forming rods arranged in parallel relationship  
with said base rods and fixed to oppositely disposed portions of said rod beam forward  
extensions to define a forward receptor gap;

a plurality of elongate rearward wall forming rods arranged in parallel relationship  
with said base rods and fixed to oppositely disposed portions of said rod beam rearward  
extensions to define a rearward receptor gap;

a plurality of first side load transfer rods fixed to said rod beams at said first shelf  
side region, having first side wall extensions arranged normally to said open frame surface and  
extending a first sidewall height;

a plurality of first sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod first sidewall extensions to define a first side receptor gap;

a plurality of second side load transfer rods fixed to said rod beams at said shelf second side region and having second sidewall extensions arranged normally to said open frame surface and extending a second sidewall height;

a plurality of second sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod second sidewall extensions to define a second side receptor gap;

a first bracket assembly connectable with a first of said vertical supports and fixed to said first sidewall forming rods for effecting the support thereof from a first of said vertical supports at predetermined angles with respect thereto;

a second bracket assembly connectable with a second one of said vertical supports and fixed to said second sidewall forming rods for effecting the support thereof from said second vertical support at said predetermined angles;

said at least three said parallel elongate base rods including two forward base rods which are positioned in spaced adjacency with said shelf forward region and located for the pivotal support of a forwardly sloping sign support assembly;

a sign support assembly pivotally supported from a select one of said forward base rods, having a given length and a display width of dimension effective to contact the forward region of a mutually next adjacent lower said shelf assembly mounted upon said vertical supports to effect a sloping orientation for promoting visualization from an eye station remote from said shelf assembly, said sign support assembly further comprising;

a flat visual display support having a widthwise dimension corresponding with said display width, and extending between upper and lower edges, having a given length parallel with said base rods and configured with first and second channel assemblies extending along said given length; and

a pivot connector extending from said display support upper edge and including a pivot hook pivotally engageable with a select said forward base rod.

Claim 49. (currently amended) An open frame display shelf assembly ~~for connection~~ adapted to be connected with vertical supports spaced apart a bay width, comprising:

at least three spaced apart parallel elongate base rods extending substantially co-extensive with said bay width;

an array of rod beams fixed in transverse relationship to said base rods, and positioned in parallel, mutually spaced relationship a distance selected to provide an open frame surface for supporting merchandise, each said rod beam extending between a shelf forward region and a shelf rearward region, and said array extending substantially along said bay width between first and second shelf side regions, said rod beams having forward extensions arranged normally to said open frame surface, extending a forward wall height at said shelf forward region, said rod beams having rearward extensions arranged normally to said open frame surface a rearward wall height at said shelf rearward region;

a plurality of elongate forward wall forming rods arranged in parallel relationship with said base rods and fixed to oppositely disposed portions of said rod beam forward extensions to define a forward receptor gap;

a plurality of elongate rearward wall forming rods arranged in parallel relationship with said base rods and fixed to oppositely disposed portions of said rod beam rearward extensions to define a rearward receptor gap;

a plurality of first side load transfer rods fixed to said rod beams at said first shelf side region, having first side wall extensions arranged normally to said open frame surface and extending a first sidewall height;

a plurality of first sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod first sidewall extensions to define a first side receptor gap;

a plurality of second side load transfer rods fixed to said rod beams at said shelf second side region and having second sidewall extensions arranged normally to said open frame surface and extending a second sidewall height;

a plurality of second sidewall forming rods arranged in parallel relationship with said rod beams and fixed to oppositely disposed portions of said load transfer rod second sidewall extensions to define a second side receptor gap;

first and second bracket assemblies connectable with respective, spaced apart said vertical supports and respective first and second sidewall forming rods, each said bracket assembly comprising:

a first generally flat adjusting component having a connector side connectable with one said vertical support, having a first pivot aperture, a first array of attitude defining first apertures regularly spaced apart along a first arcuate locus positioned a radius distance,  $r_1$ , from the center of said first pivot aperture, adjacent said attitude defining first apertures being symmetrically disposed about first radii of said first arcuate locus defining a first angle  $\theta_1$ ,

a second generally flat adjusting component fixed to first or second said sidewall forming rods, positioned in slidable adjacency with said first flat adjusting component, having a second pivot aperture aligned with said first pivot aperture, having a second array of pairs of second apertures positioned along a second arcuate locus located a said radius distance,  $r_1$ , from the center of said second pivot aperture, each aperture of said pair of said second apertures being symmetrically disposed about second radii of said second locus defining a second angle  $\theta_2$ , corresponding with a predetermined dual connector position spacing;

a first connector insertable in pivot defining relationship through said first and second pivot apertures to pivotally connect said first and second flat adjusting components,

a second connector insertable through a said first aperture of said first array and a said second aperture of a given pair within said second array aligned with said first aperture.

a third connector insertable through a said first aperture of said first array and a said second aperture of said given pair of said second array;

said at least three said parallel elongate base rods including two forward base rods which are positioned in spaced adjacency with said shelf forward region and located for the pivotal support of a forwardly sloping sign support assembly;

a sign support assembly pivotally supported from a select one of said forward base rods, having a given length and a display width of dimension effective to contact the forward region of a mutually next adjacent lower said shelf assembly mounted upon said vertical support to effect a sloping orientation for promoting visualization from an eye station remote from said shelf assembly, said sign support assembly further comprising;

a flat visual display support having a widthwise dimension corresponding with said display width, and extending between upper and lower edges, having a given length parallel with said base rods and configured with first and second channel assemblies extending along said given length; and

a pivot connector extending from said display support upper edge and including a pivot hook pivotally engageable with a select said forward base rod.

Claim 50. (currently amended) A display shelf system wherein shelves from uppermost to lowermost are adapted to be connectable with vertical supports spaced apart a bay width, comprising:

a plurality of shelves, each comprising:

at least three spaced apart parallel elongate base rods, including two forward base rods extending substantially co-extensive with said bay width;

an array of rod beams fixed in transverse relationship to said base rods, and positioned in parallel, mutually spaced relationship a distance selected to provide an open frame surface for supporting merchandise, each said rod beam extending between a shelf forward region and a shelf rearward region, and said array extending to define a shelf depth substantially along said bay width between first and second shelf side regions, and rod beams having forward extensions arranged normally to said open frame surface extending a forward wall height at said shelf forward region to define sign contact surfaces, said rod beams having rearward extensions arranged normally to said open frame surface a rearward wall height at said shelf rearward region;

at least two elongate forward wall forming rods arranged in parallel relationship with said base rods and fixed to said rod beam forward extensions to define therewith a forward wall;

a plurality of elongate rearward wall forming rods arranged in a parallel relationship with said base rods and fixed to said rod beam rearward extensions to define therewith a rearward wall;

a plurality of first side load transfer rods fixed to said rod beams at said first shelf side region, having first side wall extensions arranged normally to said open frame surface and extending a first sidewall height;

a plurality of first sidewall forming rods arranged in parallel relationship with said rod beams and fixed to said load transfer rod first sidewall extensions to define a first side wall;

a plurality of second side load transfer rods fixed to said rod beams at said shelf second side region and having second sidewall extensions arranged normally to said open frame surface and extending a second sidewall height;

a plurality of second sidewall forming rods arranged in parallel relationship with said rod beams and fixed to said load transfer rod second sidewall extensions to define a second sidewall ;

a first bracket assembly connectable with a first said vertical support and fixed to said first sidewall forming rods for effecting the support of said shelf surface, from a first of said vertical supports at predetermined angles with respect to horizontal;

a second bracket assembly connectable with a second one of said vertical supports and fixed to said second sidewall forming rods for effecting the support of said shelf surface from said second vertical supports as said predetermined angles;

a plurality of sign support assemblies, each sign support assembly having an upper edge and a lower edge spaced therefrom a display width, having an inner surface and an



outer display surface, having an effective length corresponding with said bay width, and including a connector assembly extending from said upper edge and pivotally engaged with a select one of said forward base rods;

one said sign support assembly being pivotally coupled with a said shelf of said system from uppermost to a shelf adjacent said lowermost shelf;

said sign support assemblies having a said display width of dimension effective to effect contact of said inner surface thereof with the said sign contact surface of a next adjacent lower shelf of said system.

a flat visual display support having a widthwise dimension corresponding with said display width, and extending between upper and lower edges, having a given length parallel with said base rods and configured with first and second channel assemblies extending along said given length; and

a pivot connector extending from said display support upper edge and including a pivot hook pivotally engageable with a select said forward base rod.